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A Detailed Analysis of Porsche AG and Its Industry Segment

By Angela Amor

GRIN Verlag GmbH. Paperback. Condition: New. 16 pages. Dimensions: 10.0in. x 7.0in. x 0.0in. Seminar paper from the year 2013 in the subject Business economics - Miscellaneous, grade: B, University of South Australia, language: English, abstract: Porsche has enhanced engineering capabilities which has enabled it to introduce dynamic products that cater to diverse customer segments. Another key strength is the fact that Porsche has a loyal customer base. Porsches key competitive advantages continue to be with its research and development. The research conducted by the organization has often been used by other organizations. Its engineering capabilities have helped it to target niche markets in an efficient and effective manner. Porsche has also been able to maintain high levels of quality. The future for Porsche is bright but it needs to diversify its product line and penetrate new markets. This is because of the competitive nature of the global automobile industry. It needs to have clear and precise goals which can help it to attain a strategic edge over its competitors. . Porsches future strategy is to penetrate the newly emerging economies like Brazil, India, China, and Russia. These markets have the highest levels of demand with respect to vehicles. Non-sports cars...



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